ORDER

Order / Rev: 37421 Orders Alt Order #: 08863443 Product Desc: BERKLEY/SENATE/D Estimate: KLAS Flight Dates: 10/23/12 - 10/29/12 Primary AE: Mike Jones K-WAS Original Date / Rev: 09/26/12 / 10/16/12 Sales Office: GENERAL National Order Type: Sales Region: Shorr Johnson Magnus Agency Name: Billing Type: Cash **Buying Contact:** Billing Calendar: Broadcast Billing Contact: 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Berkley, Shelley - D-USS Name: A35+ New Business Thru: Demographic:

biii Pian				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	104	\$63,850.00	\$54,272.50
10/29/12	10/29/12	20	\$9,635,00	\$8,189,75

P01

LV1

AGY, POL, CAND

Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	104	\$63,850.00	\$54,272.50	0.00
November 2012	20	\$9,635.00	\$8,189.75	0.00
Totals	124	\$73,485.00	\$62,462.25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones		_	Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$73,485.00
Market	100%	\$244,950.00

Product Codes:

Revenue Codes:

Priority:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,237.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,247.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/23/12	10/26/12	8 News Now 4-5a	СМ	4-5a	-TWTF	:30	7	\$25.00LV3	0.00 NM	7	\$175.00
				8 News Now 4-5a	1								
	NEWS												
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	/eek: 10/	22/12	10/28/12	-TWTF	7	\$25.00	0.00						
E 2	8	10/29/12	10/29/12		СМ	4-5a	M	:30	2	\$25.00 LV3	0.00 NM	2	\$50.00

Print Date: 10/22/12 09:55:39 Page 2 of 6

Order / Rev:

37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

Product Desc:

Flight Dates:

10/23/12 - 10/29/12

Estimate:

BERKLEY/SENATE/D KLAS

Ln_	Ch	Start	End	Inventory Code		Start/End	Time Days	Len S _l	oots	Rate Pri	Rtg Type	Spots	Amount
				8 News Now 4-5a									
N	IEWS			8 News Now 4-5	a								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ı	
We	ek: 10/		11/04/12	M	2	\$25.00	0.00						
E 3	8	10/23/1	2 10/26/12	CBS This Mornin	9 7-9a CM	7-9a	-TWTF	:30	10	5200.00LV2	0.00 NM	10	\$2,000.00
				CBS This Mornin	19								
ı	'HS MF	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/		10/28/12	-TWTF	10	\$200.00	0.00						
E 4	8		2 10/29/12	CBS This Mornin	g 7-9a CM	7-9a	M	:30	2	\$200.00LV2	0.00 NM	2	\$400.00
				CBS This Mornin	9								
Т	'HS MF		E 15 1	tate electron	O1-0011-	D-1-	D-6						
Ma	<u>Sta</u> ek: 10/:	rt Date 20/12	End Date 11/04/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
E 5	8		2 10/26/12	8 News Now 5a N		5-6a	-TWTF	:30	10	\$225.00LV2	0.00 NM	10	52,250.00
	•	10/20/1	2 10120112	8 News Now 5a I									,
N	IEWS												
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/:		10/28/12	-TWTF	10	\$225.00 5-6a	0.00	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
E 6	8	10/29/1	2 10/29/12	8 News Now 5a News Now 5a I		J-0a	M	.30	2	\$225.00LV2	U.UU INIVI		\$450.00
Ν	NEWS			0 NCW3 NOW 34 1	*1 1								
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
We	ek: 10/		11/04/12	М	2	\$225.00	0.00						
E 7	8	10/23/1	2 10/26/12	8 News Now 6a M		6-7a	-TWTF	:30	8	\$275.00 LV2	0.00 NM	8	\$2,200.00
N	IEWS			8 News Now 6a	VI-F								
11		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/		10/28/12	-TWTF	8	\$275.00	0.00						
E 8	8	10/29/1	2 10/29/12	8 News Now 6a N	и-F CM	6-7a	M	:30	2	\$275.00LV2	0.00 NM	2	5550.00
				8 News Now 6a I	M-F								
Λ	1EWS	rt Doto	End Data	Weekdays	Spots/Week	Rate	Rating					l	
₩e	<u>اود</u> /ek: 10	rt Date 29/12	End Date 11/04/12	M	2	\$275.00	0.00						
E 9	8		2 10/26/12	8 News Now Noo	n M-F CM	12-1230p	-TWTF	:30	4	\$325.00 LV2	0.00 NM	4	\$1,300.00
	-			8 News Now No	on M-F								
N	NEWS						- ·						
101		rt Date	End Date	<u>Weekdays</u> -TWTF 	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
E 10	ek: 10/ 8		10/28/12	8 News Now Noo		12-1230p	M	:30		5325.00LV2	0.00 NM	1	\$325.00
E 10	0	10/25/1	2 10/23/12	8 News Now No		12 12000	**	.00		04-0.00-1-			*
N	NEWS												
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/		11/04/12	M	1	\$325.00	0.00	.20		6375 001 1/2	0.00 NM	4	\$1,500.00
E 11	8	10/23/1	2 10/26/12	Ellen	CM	3-4p	-TWTF	:30	4	\$375.00LV3	U.UU INIVI	4	\$1,500.00
E	ELLEN			Lileii									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	eek: 10/	22/12	10/28/12	-TWTF	4	\$375.00	0.00						
E 12	8	10/29/1	2 10/29/12		CM	3-4p	M	:30	1	\$375.00LV3	0.00 NM	1	\$375.00
_	ELLEN			Ellen									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/		11/04/12	M -	1	\$375.00	0.00						
E 13	8	10/23/1	12 10/26/12		СМ	10-11a	-TWTF	:30	2	51,575.00 LV1	0.00 NM	2	\$3,150.00
-	apice	DITE		Price Is Right									
ł	PRICE Sta	RITE irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	<u>કાટ</u> eek: 10/		10/28/12	-TWTF		\$1,575.00	0.00						
E 14	8		12 10/29/12		СМ	10-11a	M	:30	1	\$1,575.00 LV1	0.00 NM	1	51,575.00
	_											-	

Print Date: 10/22/12 09:55:39 Page 3 of 6

KLAS

Order / Rev:

37421

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Berkley, Shelley - D-USS

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BERKLEY/SENATE/D

Flight Dates:

10/23/12 - 10/29/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
			Price Is Right									
PRICE	RITE		Price Is Right									
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Week: 10		11/04/12	M	1	\$1,575.00	0.00						
E15 8	10/23/1	12 10/26/12	Live w/Kelly	CM	9-10a	-TWTF	:30	4	\$300.00LV2	0.00 NM	4	\$1,200.00
KELLY	•		Live w/Kelly									
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/28/12	-TWTF	4	\$300.00	0.00	<u>-</u>					
E16 8	10/29/1	2 10/29/12	Live w/Kelly Live w/Kelly	CM	9-10a	M	:30	1	\$300.00LV2	0.00 NM	1	\$300.00
KELLY			Live w/Keny									
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	M	1	\$300.00	0.00					_	
E 18 8	10/27/1	2 10/27/12	8 News Now Sat		5-7p	S-	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
NEWS	}		8 News Now Sat	5-7p								
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/28/12	S-	2		0.00		_				
E 19 8	10/23/1	12 10/26/12	8 News Now 5-63		5-630p	-TWTF	:30	10	\$400.00 LV3	0.00 NM	10	\$4,000.00
NEWS	•		8 News Now 5-63	sup IVI-r								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/22/12	10/28/12	-TWTF	10	\$400.00	0.00	<u></u>					
E20 8	10/29/1	12 10/29/12	8 News Now 5-63		5-630p	M	:30	2	\$400.00LV3	0.00 NM	2	\$800.00
NEWS			8 News Now 5-60	30p M-⊦								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/29/12	11/04/12	M	2	\$400.00	0.00						
E 21 8	10/23/1	12 10/26/12	•		4-5p	-TWTF	:30	4	\$350.00LV3	0.00 NM	4	\$1,400.00
NEWS	:		8 News Now 4p i	VI-r	(4:30 PM-5:0	UU PIVI)						
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	0/22/12	10/28/12	-TWTF	4	\$350.00	0.00						
E 22 8	10/29/1	12 10/29/12	8 News Now 4p N		4-5p	M	:30	1	\$350.00LV3	0.00 NM	1	\$350.00
NEWS	:		8 News Now 4p i	M-F	(4:30 PM-5:0	00 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	M	1	\$350.00	0.00						
E 23 8	10/27/1	12 10/27/12	Sat 7-8p - ET Wk		7-8p	5-	:30	1	\$220.00 LV2	0.00 NM	1	\$220.00
ET W	ZND.		Ent Tonight Wee	kend								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	S-	1	\$220.00	0.00		_				
E 24 8	10/23/	12 10/26/12	7-8p Rotator	CM	7 - 8p	-TWTF	:30	3	\$1,225.00LV1	0.00 NM	3	\$3,675.00
ET/IN:	enp		7-8p Rotator									
	tart <u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	-TWTF		\$1,225.00	0.00	_					
E 25 8	10/29/	12 10/29/12	7-8p Rotator	CM	7-8p	M	:30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
ET/INS	SUB		7-8p Rotator									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	M		\$1,225.00	0.00		_				
E 26 8	10/23/	12 10/26/12	630-7p Inside Ed	ition CM	630-7p	-TWTF	:30	1	\$1,400.00 LV1	0.00 NM	1	\$1,400.00
INS E	חוד		Inside Edition									
	tart Date	End Date	Weekda <u>ys</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1		10/28/12	-TWTF		\$1,400.00	0.00						
E 27 8	10/29/	12 10/29/12		CM	630-7p	M	:30	1	\$1,400.00LV1	0.00 NM	1	\$1,400.00

Print Date: 10/22/12 09:55:39 Page 4 of 6

KLAS

Order / Rev:

37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

Product Desc:

BERKLEY/SENATE/D

10/23/12 - 10/29/12 Flight Dates:

Estimate:

Ln Ch End Inventory Code Start/End Time Days Start Break Len Spots Rate Pri Rtg Type Spots Amount 630-/p Inside Edition Inside Edition INS EDIT Start Date End Date Weekdays Spots/Week Rate Rating M----\$1,400.00 Week: 10/29/12 11/04/12 0.00 E31 8 10/25/12 10/25/12 Thu 9-10p CM 9-10p ---T---:30 1 \$1,800.00LV3 0.00 NM \$1,800.00 Person Of Interest PERS OF INT Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---T---\$1,800.00 0.00 10/28/12 10/28/12 E 32 Sun 7-8p СМ 7-8p ----S :30 1 S1.300.00LV3 0.00 NM \$1,300.00 60 Minutes 60 MIN Start Date End Date Spots/Week Rating Weekdays Rate ----5 0.00 Week: 10/22/12 10/28/12 1 \$1,300.00 E 35 8 10/28/12 10/28/12 Sun 10-11p CM 10-11p ----5 :30 1 \$7,700.00 LV1 0.00 NM \$7,700.00 The Mentalist **MENTALIST** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$7,700,00 0.00 Fri 10-11p CM 10-11p ----E--:30 1 \$1,400.00LV3 0.00 NM \$1,400.00 E 36 8 10/26/12 10/26/12 Blue Bloods **BLUE BLOODS** Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/22/12 10/28/12 ---F--1 \$1,400.00 0.00 9-10p ----F--:30 1 \$1,200,00LV3 0.00 NM n \$0.00 E 37 10/26/12 10/26/12 Fri 9-10p CM Made In Jersey MD IN JRSY Rating Start Date End Date Weekdays Spots/Week <u>Rate</u> 0.00 -----Week: 10/22/12 10/28/12 1 \$1,200.00 Start/End Time Length Rate Rtg Type Description Weekdays Spot 5 Ch Date Range ----F--:30(\$1,2 0.00 NM 9-10p 8 10/22/12-10/28/12 Fri 9-10p 1 See MG 39.2,39.3 [Due Program Change To "CSI NY" - bco] CM 8-9p ----F--:30 1 \$1,200.00LV3 0.00 NM \$2,400.00 E 39 10/26/12 10/26/12 Fri 8-9p CSI: NY UNDROVR BOSS Rating Spots/Week Start Date End Date Weekdays <u>Rate</u> ----F--1 \$1,200.00 0.00 Week: 10/22/12 10/28/12 Start/End Time Weekdays <u>Length</u> Rate Rtg Type <u>Description</u> Spot Ch Date Range 8 10/22/12-10/28/12 Fri 8-9p :30(\$1,200.00) 0.00 NM 8-9p 1 See MG 39.2,39.3 [Due Program Change To "NCIS" - bco] ----F----:30 \$2,100.00 0.00 NM 8-9p 8 10/26/12-10/26/12 Fri 8-9p (h) MG for 37.1,39.1 \$300.00 0.00 NM 9-10a -TWThE----:30 8 10/23/12-10/26/12 Live w/Kelly MG for 37.1,39.1 1 \$2,200.00LV2 0.00 NM 10-11p ---T---:30 \$2,200.00 10/25/12 10/25/12 Thu 10-11p CM F 41 Elementary **ELEMNTRY** Start Date End Date Weekdays Spots/Week Rate Rating ---T---\$2,200.00 0.00 Week: 10/22/12 10/28/12 ----s :30 1 \$7,350.00LV1 0.00 NM \$7,350.00 10/28/12 10/28/12 Sun 8-9p СМ 8-9p (8:00 PM-9:00 PM) The Amazing Race AMZING RACE Spots/Week Rate Rating Start Date End Date <u>Weekdays</u> \$7,350.00 0.00 Week: 10/22/12 10/28/12 -----5 1 :30 1 \$1.900.00LV3 0.00 NM 1 \$1,900.00 10/24/12 10/24/12 Wed 8-9p CM 8-9p --W----E 43 8 Survivor: Philippines SURVIVR Start Date **End Date** Weekdays Spots/Week Rate Rating

Print Date: 10/22/12 09:55:39 Page 5 of 6

KLAS

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Flight Dates:

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Estimate:

Start/End Time Days Ιn Ch Start End Inventory Code Break Len Spots Rate Pri Rtg Type Spots Amount E43 10/24/12 СМ 10/24/12 Wed 8-9p 8-9p :30 \$1,900.00LV3 0.00 NM \$1,900.00 Survivor: Philippines SURVIVR Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/22/12 10/28/12 --W----1 \$1,900.00 0.00 F 45 8 10/24/12 10/24/12 Wed 10-11p CM 10-11p --W----.30 1 \$2,000.00LV3 0.00 NM \$2,000.00 CSI CSI Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --W----\$2,000.00 0.00 10/25/12 10/25/12 :30 1 \$2,100,00LV3 0.00 NM E 46 8 Thu 8-9p CM 8-9p \$2,100.00 Big Bang / 2 1/2 Men BG BNG/2.5 MEN Spots/Week Start Date End Date Weekdays Rate Rating 10/28/12 ---T---1 \$2,100.00 0.00 Week: 10/22/12 \$750.00LV3 E 47 8 10/27/12 10/27/12 Sat 10-11p CM 10-11P ----5-:30 0.00 NM \$750.00 48 Hours Mystery 48 HR MYST Rating Start Date End Date Weekdays Spots/Week Rate ----S-\$750.00 0.00 Week: 10/22/12 10/28/12 \$800.00 -TWTF--:30 \$200,00LV3 0.00 NM E 48 8 10/23/12 10/26/12 CM 1135p-1237a Δ Letterman Letterman **LTTRMN** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--\$200.00 0.00 E 50 10/23/12 10/26/12 Craig Ferguson CM 1237a-137a -TWTE--:30 S110.00LV3 0.00 NM 4 \$440.00 Craig Ferguson (12:37 XM-1:37 XM) **FRGUSN** Spots/Week **Weekdays** Rating Start Date End Date Rate 10/28/12 -TWTF--\$110.00 0.00 Week: 10/22/12 \$110.00LV3 0.00 NM \$110.00 :30 10/29/12 10/29/12 Craig Ferguson CM 1237a-137a M----E 51 Craig Ferguson (12:37 XM-1:37 XM) **FRGUSN** End Date Spots/Week Rate Rating Start Date Weekdays Week: 10/29/12 11/04/12 \$110.00 0.00 ---**-**-SS \$300.00LV3 0.00 NM \$600.00 10/27/12 10/28/12 8 News Now 11p Sa/SuCM 11-1135P :30 E 52 8 8 News Now Sa/Su 11p **NEWS** Rating Spots/Week Rate Start Date End Date Weekdays ----55 \$300.00 0.00 10/28/12 Week: 10/22/12 \$500.00LV3 0.00 NM \$2,000.00 8 News Now 11p M-F 11-1135p -TWTF--:30 E 53 8 10/23/12 10/26/12 CM 8 News Now 11p M-F **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--\$500.00 0.00 10/29/12 10/29/12 8 News Now 11p M-F СМ 11-1135p M-----:30 \$500.00LV3 0.00 NM \$500.00 E 54 8 8 News Now 11p M-F **NEWS** Rating Weekdays Start Date End Date Spots/Week Rate M----\$500.00 0.00 Week: 10/29/12 11/04/12 \$135.00LV3 0.00 NM \$135.00 10/28/12 10/28/12 Sun 4-5P Elec Playgrouk@M 4-5p ----S :30 4-5p Electric Playgrnd 2x (4:00 PM-5:00 PM) **ELCTRC PLYGRND** Spots/Week Start Date **End Date** Weekdays Rate Rating 10/28/12 ----5 \$135.00 0.00 Week: 10/22/12 :30 1 \$1,225.00LV1 0.00 NM \$1,225.00 10/28/12 10/28/12 CBS News Sunday Morr

M CBS Sunday Morni----S E 57 CBS News Sunday Morning SUN MRN End Date Weekdays Spots/Week Rating Start Date Rate 10/28/12 \$1,225,00 0.00 Week: 10/22/12 :30 \$525,00LV1 0.00 NM 1 \$525.00 E 58 10/28/12 10/28/12 CM 8 News Now Sun A-----S

Print Date: 10/22/12 09:55:39 Page 6 of 6

KLAS

124

Totals

\$73,485.00

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BERKLEY/SENATE/D

Flight Dates:

10/23/12 - 10/29/12

Estimate:

Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount End Inventory Code Ln Ch Start 8 News Now Sun AM #1 8 News Now Sun AM #1 **NEWS** Rating Start Date End Date Weekdays Spots/Week <u>Rate</u> ----S \$525.00 0.00 Week: 10/22/12 10/28/12 10/28/12 10/28/12 8 News Now Sun AM #2CM 8 News Now Sun A----S 1 \$1,225.00LV1 0.00 NM \$1,225.00 E 59 8 News Now Sun AM #2 **NEWS** End Date Weekdays Spots/Week Rating Start Date Rate ----S 1 \$1,225.00 0.00 Week: 10/22/12 10/28/12 \$500.00LV2 \$1,000.00 10/27/12 10/27/12 Sat Prime Special 8-10p ----S-:30 0.00 NM 2 N 61 CM KLAS Movie: Bobby Z Rating Start Date End Date Weekdays Spots/Week Rate ----s-\$500.00 0.00 Week: 10/22/12 10/28/12 \$80.00 \$40.00LV2 2 10/23/12 10/26/12 137-237a M-F Elec Plyg@M 137-207a -TWTF--:30 0.00 NM N 62 8 Electric Playground Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating -TWTF--\$40.00 0.00 Week: 10/22/12 10/28/12